Fanning, N. Y. State Champion, Beaten by Pittsburgh Boxer in Inter-City Amateur Bout

Munce Knocks Out Opponent In Two Rounds

Pastime A. C. Star Drops John Murphy, a Visiting Heavyweight, 3 Times

By Jack Masters

James Fanning, of Hudson Guild, the New York State 108-pound champion, was eliminated in the semi-final of the intercity amateur boxing tournament

in boxer to the punch, and used a ed left with telling effect, espe-y when fighting at long range. The

on Munce, Pastime A. C., the York State champion, registered asy victory over John Murphy orden slipped over the knockout in

arlier had he been so inclined.

feature to-night will be between rchie Walker, the lightweight state nampion, and Jack Zivic, of Pitts

Holy Cross Lyceum, New Jack McFarland, Westing-taburgh, three rounds; ref-Garten, Meadowbrook Club, defeated Harold Evans, Holy three rounds; Judges' do-

Rouesia, Wilmington Y. M. C. A., sh. defeated Mortimer Seligman A. C., three rounds; judges de-HEAVYWEIGHT CLASS

on Munce, Pastime A. C., New York, I out John Murphy, Pittsburgh A.



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Boston College Coach Backs Plan to Limit Football by Plays

ROSTON, Feb. 23.—The proposal to regulate football games by plays instead of by time was supported to-day by Major Frank W. Cavanaugh, head coach of the Boston College eleven. The suggestion of Harry R. Coffin, a Harvard graduate, which will be presented to the football rules committee at its forthcoming meeting in New York, was termed by Cavanaugh a step in the right direction.

"In any other sport stalling is discouraged and penalized," Cavanaugh said. "In football, however, some leading teams make full use of it. There is nothing sportsmanlike about the practice, and it should not be allowed. Limiting the length of the contest by the number of plays would largely accomplish the result, I believe.

Biglow Plays Fine Golf to Nose Out Narelle in Florida

ST. AUGUSTINE, Fla., Feb. 23.-There seems to be no way of beating old man madal jinx. Reginald Narelle, of the Siwanoy Club, of New York, between the women players scheduled, Fully 3,000 followers of the "active mateurs" were on hand when the first round in the fifth annual spring tour- way facing the famous golfing sisters. Faily 3,000 followers of the "active gamateurs" were on hand when the first started. This melée would have bengst bushes of shame to the cheeks of Bogash, Bartheld and company, Dan Garten, a right-hander from Phil. I selphia, was the winner after three rounds of pyrotechnics. Haroid Sullivan was out or nis feet after the first round, but he was never "down," and his ability to assimilate punishment made a hit with the crowd. His southpaw lead left a perfect opening at all times for the Philadelphia boy's atraight right, and only unadulterated gameness carried Sullivan through the third stanza.

Haroid Evans, of the Holy Cross Eyeum, was the first of the local boys to turn back an invader. He won designed your Jack McFarland, of Pittsburgh, mainly because he was faster and was able to evade the Smoky City lafs swings.

Heavies Is Burlesque Bout

The first circus bout of the evening fellowed the Evans-McPartland affair, and the crowd had its first hearty langs when the principals entered the ing. Two hundred and thity pounds of fifts have the first circus bout of the evening fellowed the Evans-McPartland affair, and the crowd had its first hearty langs when the principals entered the ing. Two hundred and thirty pounds of fifts have the first circus bout of the evening fellowed the Evans-McPartland affair, and the crowd had its first hearty langs when the principals entered the ing. Two hundred and thirty pounds of fifts have the first circus bout of the evening fellowed the Evans-McPartland affair, and the crowd had its first hearty langs when the principals entered the ing. Two hundred and thirty pounds of fishs a towhead, a black eye and the ing. Two hundred and thirty pounds of fishs a towhead, a black eye and the ing. Two hundred and thirty pounds of fishs a towhead, a black eye and the ing. Two hundred and thirty pounds of fishs a towhead, a black eye and the ing. Two hundred and thirty pounds of fishs a towhead, a black eye and the ing. Two hundred and thirty pounds of fishs a towhead, a black eye and the i round in the fifth annual spring tour- way facing the famous golfing sisters, five and a half furlongs in 1:06 4-5.

phants, but the process was amusing. Flaherty was derewine winner after the usual three and few disputed the wisdom udges.

only final of the evening Dan of Philadelphia, defeated Harew York, and C. C. Spades, of St.
ugustine, and in the other semi-final
ound A. Clark and A. L. Levy will
neet as a result of their victories.
In the third sixteen S. W. Doubleday,
of New York, and L. J. Adler, also of
new York, will meet in one of the
emi-final struggles, while F. V. Culver,
in the one of the count of the own shots and then she
breezed straight through to a victory
in the one of the count shots and then she
is the country of the count New York, is playing W. H. Boshart,

Canadians Build Craft to

Seek Schooner Trophy HALIFAX, Feb. 23.—Two new schooners are being built in Nova Scotia to race for the honor of challenging for international ocean schooner trophy next fall.

The Blue Nose, designed by W. J.
Roue, Halifax, is being built at Lunenberg. The Fisherman is on the ways
at Shelburne for Captain Joseph Con-

rad, Annapolis, who will sail her in the trial races. Both vessels will be launched about the end of March and will be on their way to the banks off Newfoundland before April 15.

Plestina Downs Freberg SPRINGFIELD, Mass., Feb. 23.— Marin Plestina defeated John Freberg he first fall with a double wrist lock n one hour 35 minutes and 15 seconds.

Baseball Bribe Bill Amended ALBANY, Feb. 23.—The Merriman bill, designed to make the bribing of baseball players a felony, was reported to the Assembly by the Codes Com-mittee to-day, amended so as to make

the offense a misdemeanor. Peddie Rolls Up 91 Points HIGHTSTOWN, N. J., Feb. 23 .- Ped-

112; Plantagenet, 116.

Third race (three-year-olds and upward-purse, \$700; claiming; five and a half fur-longs)—xCoca Cola, \$2: xSieepy Dear, \$2: xSieepy Siever, 101; xPunctual, 106; View, 108; Marty Lou, 110; Semper Stalwart, 112; Doctor D., 112; Frince of Côme, 112.
Fourth race (three-year-olds and upward: purse, \$300; El Grito del Baire Handcasp; six furlongs)—Vic Munoz, \$4: zPoiar Cub, \$4; vOsgood, 101; Out the Way, 101; The Belgian I. 102; Salvo, 105; The Blue Duke, 108; Different Eyes, 109; zT. Doyle http://www.del.com/plantageners/

entry.

Fifth race (three-year-olds and upward:
Independence Handicap, \$5,000 added,
mile and an eighth—Elmont, \$9; Baily,
106; Wainut Hall, 108; 2Frank W. 108;
2Madine Idol. 113; Sweep Clean, 113;
Mayor House 119; Breadman, 112; Herron, 120. xGoldblatt's entry.

istice, III.

Seventh race (three_year-olds and up-ward; purse, \$700; claiming; mile and a sixteenth)—xVoorin, 91; xDoublet II, 95; xIncinerator, 96; xChimera, 101; xBlanca, 103; xNight Wind, 164; xRhymer, 105; Jeilson, 106; Atty Mür, 112. 235-237 W. 50th St., Lear B'way. xApprentice allowance claimed

Mrs. Wood Gets Bill to Legalize Chance to Win **Back Net Crown**

Former Florida Champion to Face Miss Walsh in Final Tennis Match To-day

By Fred Hawthorne

PALM BEACH, Fla., Feb. 23.—The playing-through champion and a former holder of the title reached the final round this afternoon in the annual women's lawn tennis tournament for the championship of Florida on the clay courts of the Palm Beach Tennis

On the center court Miss Phyllis One First Choice Walsh, who won the leg on the Flagler Gold Challenge Cup last year defeated Mrs. M. L. Hiscoe, of New York. by a score of 6-1, 6-1, and on the gallery court Mrs. Rawson Wood, of New York, a former Florida champion, ford, of New York, 6-2, 6-2.

tournament committee, has scheduled the final and championship match be-

Sisters Form Doubles Team

play. Miss Tilford has the natural ability to hit the ball with unusual pace, particularly on her forehand ground strokes and on her service and countries.

in the opening set, taking the last six games in a row.

Miss Tilford soon found herself on

passing briliantly down the fide lines, varying these tactics occasionally by cross-courting as ane took the bail on the full volley.

Under the stress of severe competition Miss TiNord became overanxious and in her attempts to score on "kills" she sacrificed many points by driving or smashing out or into the net. The last game of this set was featured by Mrs. Wood's four consecutive placement aces for a "love" game, the ball never striking more than three inches from the side lines.

On Baseball a Felony

BOSTON. Feb. 23.—The arm of the law should be long enough to permit it to reach to the bleachers and stands at baseball parks and call to account all who bet on games, in the opinion of Judge K. M. Landis, baseball's supreme arbiter.

Judge Landis, in a letter received to-day by Representative Hugh J. Lacey, of Holyoke, commenting on the latter's bill in the Legislature to penalize play-ers or others participating in the throwing of games, said he thought the offense should be a felony, with a pen-alty of from two to five years' impris-

Mr. Lacey's bill provides a year's prison sentence or a \$500 fine, or both. HIGHTSTOWN, N. J., Feb. 23.—Peddie swamped the Pennington School tend to all bettors, large and small,"
basketball team here this afternoon,
running up a score of 91 to 16. At the
ting there will be no bribing of playend of the first half the tally was
ers," he added.

First race (maiden three-year-olds and upward; purse, \$700; claiming; furse, \$700; claiming *Sporting Chance, 95; Anne's Pet, 95.

Third Race (purse \$500; claiming threeyear-olds and upward, five and a half furlongs)—Catania, 108; Virge, 108; *Terrible
Miss. 103; Tory Sutton, 109; Gladys, 95;

*Handsweep, 95; Echoland, 95;

Fourth Race (purse \$500; claiming;
three-year-olds and upward; five and a
half furlongs)—Comacho, 113; *Mickey
Moore, 108; *Clean Up, 108; *Judge Price,
108; *Valerie West, 103; *Madras Gingham,
103.

Fifth Race (purse \$500; claiming; three-ear-olds and upward; five and a half fur-ongs)—"Back Bay, 114; Spearlene, 114; (ristics Cub, 110; "Vansylvia, 104; "Donna loma, 95; "Tiger Hose, 95. Sixth Race (purse \$500; claiming; three-coar-olds and upward; one mile and sev-enty yards)—Counterbalance, 112; *Harvey Smarr, 107; *Boxer, 107; *Wilfigan, 102; *Thunderbird, 100; Old Faithful, 90. Weather clear, track fast. *Apprentice allowance claimed.

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Read Ehone Book Adv., Page 1223 Racing in Illinois Presented in Senate

SPRINGFIELD, III., Feb. 23.-Horse racing in Illinois under the regulation of a state racing commission would be legalized in a bill introduced in the Senate to-day by Senator John Denvir, of Chicago. The bill would permit the use of pari-mutuel betting machines. Ten per cent of the gate receipts and a percentage of the winnings would go to the state.

Licensed racing associations would be permitted to hold meets of thirty days' duration between May 1 and October 1 each year.

Wins at Havana: Currency Scores

took the measure of Miss Annette Til- was the only successful first choice to Howard M. Wing, chairman of the events going to long shots and second

tween the New York star and the pres. winner. She was held at 8 to 1, and ent champion for to-morrow afternoon taking the lead at the start won in a romp by three lengths.

There are also two doubles matches the fourth event. He went to the front quickly, opened a wide gap and won

Maine Golfer Wins Over Big Field at Pinehurst

ponent finished off the points by dlcap?, and H. C. rownes, so assing brilliantly down the side lines, veteran, playing at handicap 6, reached rying these tactics occasionally by the nome green on their last strokes ass-courting as she took the ball on and the rest of the big field trailed class behind.

Second Race (purse \$500; for three-year ds and upward chalming five and alf furiness)—St. Just 105 (Murphy to 5, 3 to 5 and 1 to 4, won Phillips to 4, 5 and 1 to 4, won Phillips to 5, 3 to 5 and 1 to 4, won Phillips to 5 and and 1 to 1 and 4 to 1 centi, Ivan Mist, 101 (Smith) Even, 5 and out, third. Time 1:8 3-5, Vertilles, Superintendent and Petrograd als in

n.
Third Race (purse \$500; for three-yearis and upward; claiming; five and a
if furlongs)—Mickey Moore, 101 (Holloy), 4 to 1, 7 to 5 and 3 to 5, won; First
het, 104 (McCoy), 7 to 2, 6 to 5 and 1 to
second; Cockroach, 106 (Erickson),
to 1, 4 to 1 and 2 to 1, third. Time
7. Roscoe Goose, Mormon and Hopover
o ran. ourth Race (The Gusher Purse, \$700 ourth Kace (The Gusher Purse, 470)
ed; for three-year-olds and upward
and a half furlongs)—Ablaze, 98 (Mc
mott), 3 to 5, 1 to 6 and out, won
the, 103 (Shelepets), 4 to 1, 4 to 5 and
3, second; Anticipate, 103 (Heurel)
2, 3 to 5 and out third. Time
4-5. St. Kevan, Little Maudie also

an.

Fifth Race (purse \$500; for three-yearids and upward; claiming; five and a half
urlongs)—Handsweep, 100 (McDermott)

\$6.5, \$7.60 \$ and \$1.64, won; Royal
3lood, 108 (McCoy), \$2.10, \$4.40 \$ and
10.5, second; Tony, 113 (Gregory), \$6.10, \$1.50, also ran.

Sixth Race (purse \$500; for three-yearolds and upward; claiming; one mile and
seventy yard)—Roisterer, 100 (Huupel)
& to 2, even and 1 to 2, won, Parrish, 102
(Murphy), 6 to 1, 2 to 1 and 7 to 10, second. Thunderbird, 95 (McCoy), 9 to 8,
4 to 6 and 2 to 5, third. Time 2.07.

feature the club's social evening in the round grand ballroom of the Hotel Commo-William Spengler, champion of the New York Police Department, and Captain E. V. Chandler, champion of the British army.

The international flavor to this particular test at fisticuffs attracts chief

rmy. Light Heavyweight ames Harrison, rmy, will stack up against Alfred

engage James Pihi, army.
Lightweight Dan Tooney, army, will
cross gloves with James Brown, navy.
John W. Smith, the army's crack
featherweight, will try conclusions
with Wil Nam Goldrich, of the navy.

Best in the Service

naval stations.

The lightweight battle, for instance, is bound to be a thriller. Tooney comes back for vindication. He met Brown at the last show of the International Sporing Club. At the scheduled

So long as he confines his remarks to lunder for Bagley is quite in order. But when he tries to make game out of lightweight champion Jenny Leonard, as he did yesterday afternoon, the good doctor is barking up the wrong

"We're not afraid of Leonard," said Bagley, after Jackson had completed his work-out at Stillman's, "and as soon as we get our price we'll ac-complate the champion."

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Boxing Stars
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have maintained for many months. The Jackson camp asked only a poltry \$50,000 for an opportunity to win the lightweight crown. After Leonard had surprised his traducers by scaling away under the lightweight limit for a couple of fights he found it necessary to go on a still hunt for game, and Jackson happens to be one lightweight to whom a champion addressed a direct challenge, unanswered as yet.

Registed Solling Army months. The Jackson camp asked only a poltry \$50,000 for an opportunity to win the lightweight limit for a couple of fights he found it necessary to go on a still hunt for game, and Jackson happens to be one lightweight to whom a champion addressed a direct challenge, unanswered as yet.

Tex O'Rourke, director and matchmaker of the International Sporting
Club, last night announced a wenderfully well balanced list of bouts for
the big boxing carnival which will
feature the club's social evening in the

american) is now in the seventh heaven of delirium.

Scott was grabbed himself a real
Mongolia, but were delayed at Antwerp.
Fearing they would be late for the race
kilties and all. This is Hughie Hutchinson, of Philadelphia, who claims the
junior featherweight championship.
Hutchinison will appear in the tenround semi-final at the Garden toround semi-final at the Garden to-

To Arrive in Time

Walter Rutt and Willie Lorenz, the British Soldier to Meet Spen- Scotty Monteith, who brought out Madison Square Garden, starting March will meet in the feature bout of the gler in Feature Bout at and developed Johnny Dundee (who is 7, according to a cable received last International S. C. Show no Scot at all but genuine Italian- night by Manager John M. Chapman, at Webster Hall, on East Eleventh American) is now in the seventh The rider left Correction on the lines. Street. In the semi-final Demetrics

Jackie Clark as partners.
Oscar Egg arrived on the Aquitants o Arrive in Time
For Six-Day Race

Oscar Egg arrived on the Aquitable Brocco, who was expected with Egg. missed connections, and will arrive with the seventeen other foreigners on the Rochambeau about the first of the

> Plestina Wrestles To-night Marin Plestina and Tommy Draw

Tofalos will take issue with Gustaf Schultz, who claims the Graeco-Roman

Pirates to Entrain March 5

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General Publicity

Applied Advertising

THERE are two kinds of advertising. One kind is called "general publicity." Sometimes it is further described in phrases like "atmosphere building," "national prestige," or appeal to "key con-

It is the glittering generality of thinly spread, country-wide appeal-the hit-or-miss way of trying to sell goods.

The other kind of advertising is "applied advertising."

There is nothing mysterious or indefinite about it. It is simply advertising in the columns of daily newspapers concentrated in the markets where the advertiser has a chance to sell goods.

It is definite, for it reaches all possible customers. Usually it tells them the merchant who sells the advertised goods.

Applied advertising makes sales. Its results can be

weighed and measured. It either pays or it does not. It generally does pay, and if it does not, the reason why can be quickly ascertained.

Manufacturers and distributors are today turning to newspaper advertising, for these are the days of intensive

They want applied advertising because this is the kind that keeps the cash register bell ringing.

Manufacturers and distributors interested in the problems of modern merchandising are invited to write to the Bureau of Advertising, 306 World Building. New York, for a copy of the book, "National Advertising and the Newspapers."